

30 MARKETING IDEAS IN 60 MINUTES



Your Hosts



JULIE CURTIN

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Managing Director

Talent Attraction

59
YEARS

SPECIALIZING

IN

**ECONOMIC
DEVELOPMENT**

&

**TOURISM
MARKETING**

500+
represented
places

cities
states
regions
countries

4 OFFICES

NEW YORK



LOS ANGELES



DENVER



TORONTO



60

MARKETERS

WITH A PASSION FOR

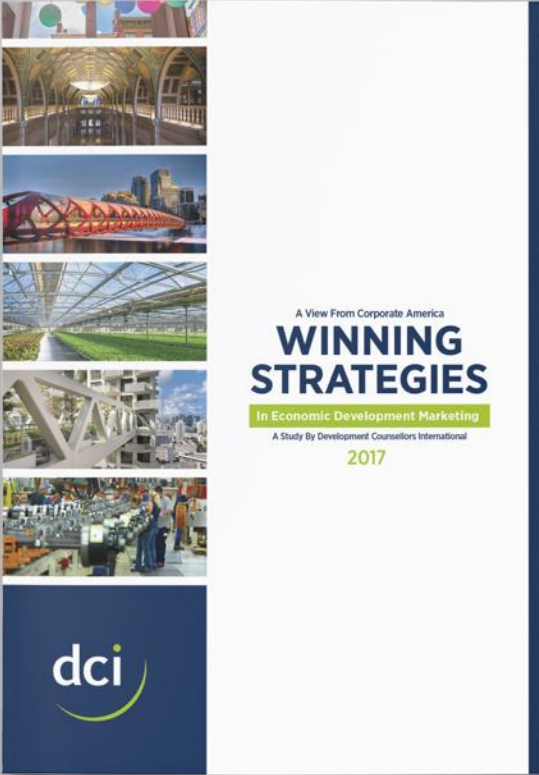
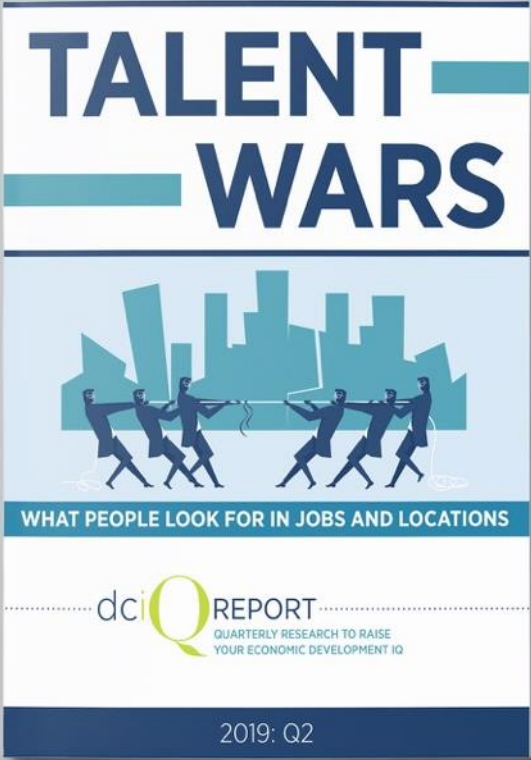
PLACES





Root It in Research

DCI National Research



What words and/or phrases come to mind when you think of Cleveland, Ohio?



What words and/or phrases come to mind when you think of Cleveland, Ohio?





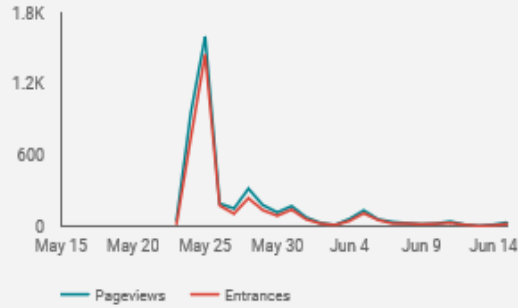
Build a Powerful Metrics Dashboard

Canadian Energy Conversation Landing Page Performance

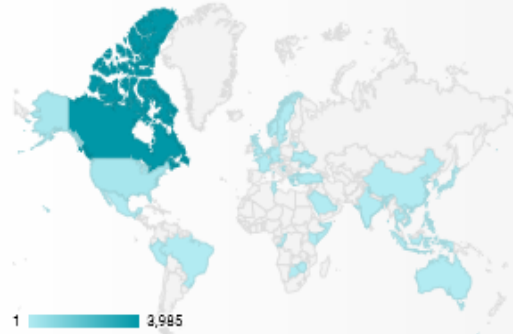
Data From Google Analytics

Entrances	Users	Pageviews	Avg. Time on Page	Bounce Rate
3,575	3,272	4,320	00:04:13	83.1%

How are pageviews trending?



What are the top countries by pageview?



Which channels are driving page engagement?



What are the top regions by pageview?

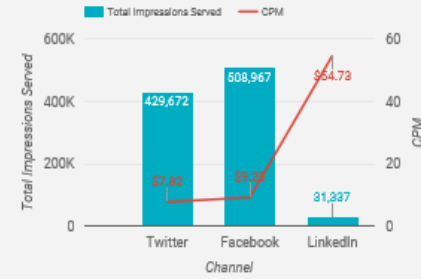
Rank	Region	Pageviews	Sessions
1.	Alberta	3,352	~1,800
2.	British Columbia	285	~100
3.	Ontario	231	~80
4.	Virginia	95	~30
5.	Quebec	44	~15
6.	New York	44	~15
7.	Saskatchewan	33	~10
8.	Texas	25	~8
9.	(not set)	22	~8
10.	California	19	~6
11.	Oregon	14	~5

Canadian Energy Conversation Paid Media Performance

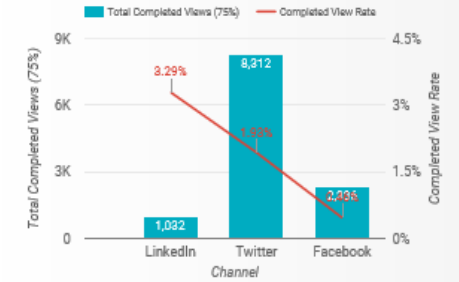
Data From Paid Media

Total Impressions Served	Total Video Engagements	Total Completed Views (75%)	Total Engagements
969,976	395,376	11,680	7,443
CPM	Cost Per Video Engagement	Completed View Rate	Engagement Rate
\$10.10	\$0.02	1.20%	0.77%

Which channel is driving most efficient reach?



What channel is driving the most effective video completions (75% views)?



Media Efficiency:

Media efficiency metrics are aimed at answering the question:

"Is the paid media campaign delivering good value for the dollars spent?"

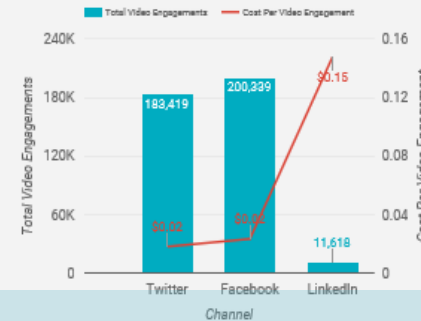
Media efficiency KPIs measure against the campaign objectives including buy type (cpc, cpm, cpa), and specific ad objectives (engagements, conversions, video views).

Audience Response:

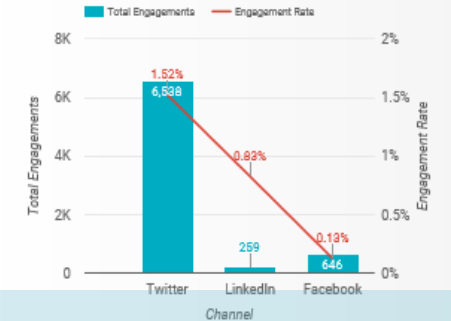
Audience response metrics are aimed at measuring desired behavioural outcomes driven by media.

These include actions above and beyond the buy level ad objectives such as post click site metrics and conversions driven by media, social engagements including shares, comments and reactions (when not the primary objective) and completed video views.

Which channel is driving most efficient video engagements (2-3 second views)?



Which channel is driving most effective social engagement?





**In the Wake of Disaster,
Opportunity**

The Grateful Table Supports Wineries After Wildfires

California Wine Country Open for Business



500-foot long table

\$150K raised

500+ attendees

80+ media stories

San Francisco Chronicle

Bay Area chefs gather for an early Thanksgiving in the Wine Country vineyards

By Michael Bauer



FOOD & DRINK
Northern California's wine country needs you to visit



FOOD & WINE

Tyler Florence Joins Napa and Sonoma Winemakers to Give Thanks After Trying Year



Kathie Lee & Hoda





**Market the Career Path,
Not Just the Jobs**



Manufacturing workers in the U.S. earn an average

18% higher wages

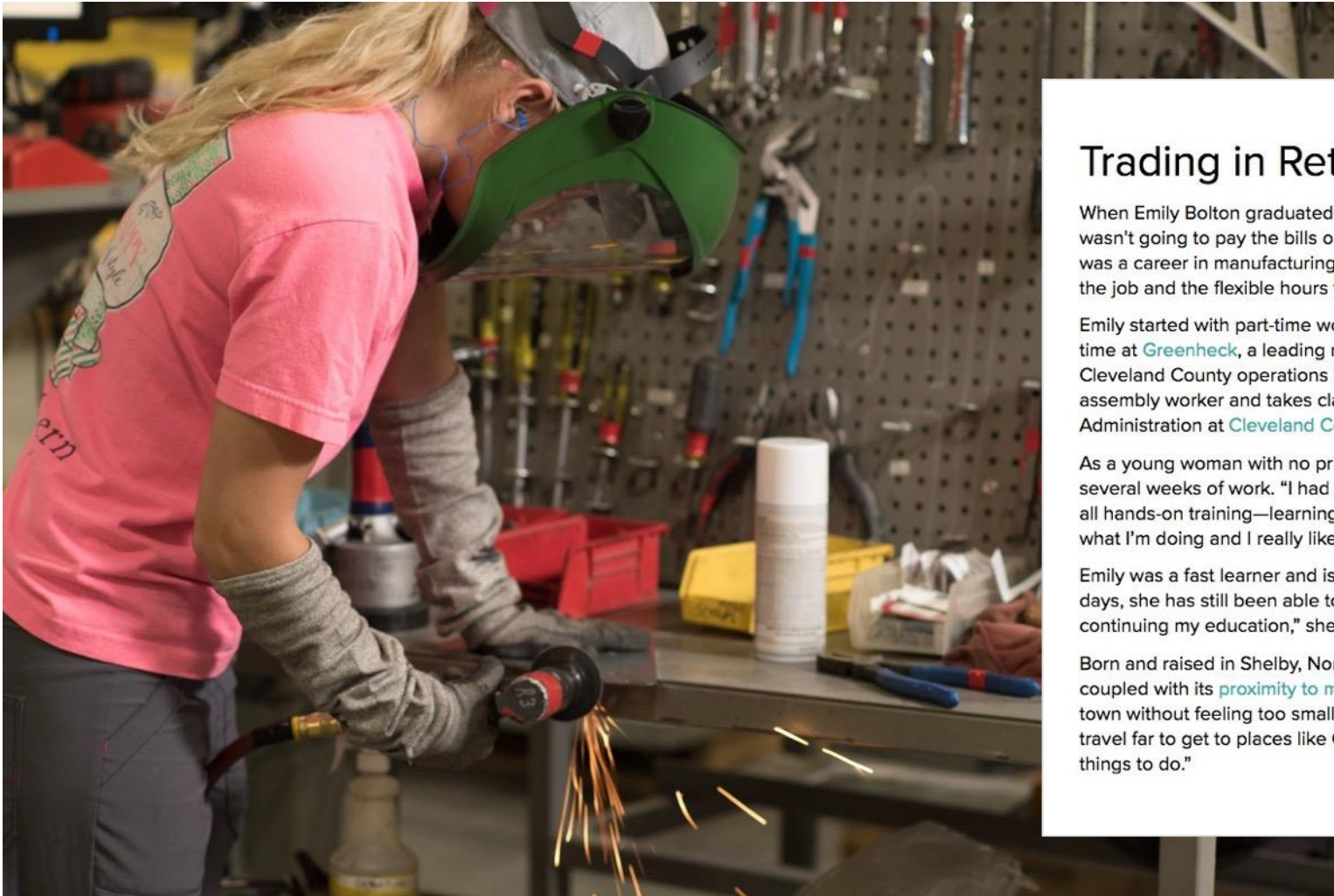
than those in non-manufacturing industries.



Take Home Extra \$

Cleveland County's average manufacturing salary to home cost ratio is 44% lower than that in Charlotte, which means more money in your pocket to spend on the things—and people—you love.

Make It Personal



Trading in Retail for a Career in Manufacturing

When Emily Bolton graduated from high school, she realized pretty quickly that working in retail wasn't going to pay the bills or be fulfilling long-term. The answer to this realization, as it turned out, was a career in manufacturing, which, not only pays well, but also gives her the resources to learn on the job and the flexible hours to continue her education.

Emily started with part-time work through a temp agency and within a couple of months was hired full-time at [Greenheck](#), a leading manufacturer of air movement, control and conditioning equipment with Cleveland County operations in [Kings Mountain](#) and [Shelby](#). Today, she works first shift as an assembly worker and takes classes in the evenings toward her Associate's Degree in Business Administration at [Cleveland Community College](#).

As a young woman with no prior experience in manufacturing, Emily had a lot to learn in her first several weeks of work. "I had zero experience with power tools," she said. "The first two weeks was all hands-on training—learning proper safety and technique. It was intimidating at first, but now I know what I'm doing and I really like it."

Emily was a fast learner and is now an integral part of the assembly team. Despite the eight-hour days, she has still been able to balance time for school. "[Greenheck] is really on board with me continuing my education," she said. "They really encourage us in general to continue to learn."

Born and raised in Shelby, North Carolina, Emily enjoys Cleveland County's small-town character, coupled with its [proximity to major metros](#) like Charlotte. "I love the environment," she said. "It's small-town without feeling too small. You run into people you know around town, but you don't have to travel far to get to places like Charlotte, Spartanburg and Asheville. Any direction you go, you'll find things to do."

Reach Local High School Students



GOOD JOBS FOR ALL KINDS OF PEOPLE

Whether you're new to the manufacturing industry or a seasoned pro, Cleveland County provides resources to jumpstart and accelerate your career. Our more than 170 firms are hiring for everything from electrical engineers and robotics specialists to human resources executives and marketing and sales professionals.

No manufacturing experience? No problem. The opportunities to start small and grow big in Cleveland County are endless. Don't wait—find your dream job today in Cleveland County.

www.CharottesBackyardNC.com



FIND YOUR DREAM JOB

IN *Charlotte's Backyard* CLEVELAND COUNTY

- Good Jobs
- Low Cost of Living
- Perfect Location

DISCOVER THE PERKS AWAITING YOU AT CLEVELAND COUNTY'S INNOVATIVE MANUFACTURING COMPANIES.

It's All About the Benefits. Cleveland County manufacturers prioritize their people and understand the importance of offering more than just a paycheck. That means competitive health insurance, paid time off, performance-based incentives, and tuition reimbursement, among other perks.

Not Your Grandfather's Manufacturing Job. Cleveland County manufacturers are innovative, clean, high-tech and offer attractive opportunities for upward career mobility.

Get More for Your Paycheck. Manufacturing workers in the U.S. earn an average 18% higher wages than those in non-manufacturing industries. In 2016, the average advanced manufacturing wage in Cleveland County was \$54,860.

Take Home Extra \$ Cleveland County's average manufacturing salary to home cost ratio is 44% lower than that in Charlotte, which means more money in your pocket to spend on the things, and people, you love.



the benefits of these world-class metropolitan areas without the high cost, or the stress. In fact, Cleveland County offers a cost of living that is 15% lower than the national average.

Cost of housing in Cleveland County is **49% Lower** than the national average.



CHARLOTTE DOUGLAS INTL. AIRPORT 35 min
DOWNTOWN CHARLOTTE 45 min
GREENVILLE-SPARTANBURG INTL. AIRPORT 1 hr
DOWNTOWN ASHEVILLE 1 hr 20 min

These classic sounds are invigorating a new generation of musicians, like local band Acoustic Syndicate and the artists behind Shelby's annual Art of Sound music festival.

people who built North Carolina. And a funny thing is happening: These classics are giving the town all the energy of youth."

— CHARLOTTE MAGAZINE ON SHELBY, NC



and hiring.

Our diverse range of manufacturing firms offer stable and lucrative career opportunities with great salaries and resources for on-the-job growth. That, combined with our low cost of living, means you have the freedom to enjoy your life while growing a career.

#4 Micropolitan

Cleveland County ranks #4 on Site Selection Magazine's 2016 list of "Top Micropolitans in the U.S."

#1 for Manufacturing

North Carolina ranks #1 on Chief Executive's 2017 list of "Top 10 States for Manufacturing"



Elevate Your Video Game

The image features the AMGEN logo in large, white, three-dimensional block letters. The logo is mounted on a wall constructed from stacked, light-colored stones. In the foreground, there is a dense field of green bushes with numerous small, white flowers. Behind the stone wall, several large, dark green pine trees are visible against a clear sky. The overall scene is well-lit, suggesting a bright day.

AMGEN



AMERICAN AIRLINES

adidas

DALLAS



BASKETBALL

Introducing Lumen5 — A Cool Video Tool





Attract Industry Events

Forbes

REINVENTING
AMERICA

SUMMIT







Partner with your DMO



STAY **TO** STAY

Make Vermont Your Home

2019 STAY TO STAY WEEKENDS

Ever wonder what it would be like to live in Vermont? We can help. Stay to Stay Weekends are exploratory vacations to learn about moving here. Connect with employers, realtors, community leaders, entrepreneurs, and potential neighbors all while enjoying a weekend away in the Green Mountains. Come sample Vermont to stay here full time.

The Washington Post

Wonkblog

Vermont's creative approach to its labor shortage: Hire the tourists

By Danielle Paquette April 20 [Email the author](#)



Vermonters Wanted: How Vermont Is Turning Tourists Into Residents

Want to live in Vermont? The state's new "Stay to Stay" program sets weekend visitors up with home tours, job interviews and networking events to help them make the move.

By Winona Dimeo-Ediger on May 15, 2018 08:00 AM





**NUMBER OF RESULTING INQUIRIES:
2,500+**



**Publicity Value:
\$4,847,667+**



**Number of Articles:
959+**



**Total Impressions:
1,716,322,486+**



**ThinkVermont Newsletter Signups:
10,369 (2,720% increase)**



**Stay-to-Stay Newsletter Signups:
1,500 (679% increase)**



**Track Conversions
Not Just Visits**

Total Unique Conversions

InvestinHolland.com Worldwide

January 1 – October 31



996 Contact Email Clicks



388 Phone Calls



216

Meeting Requests
+68.75% from 2017

6,398

PDF Downloads
+26.89 from 2017



71

E-News Signups
+39.21% from 2017

8,069 Unique Conversations
+18.07% vs Total Conversations in 2017

*Comparing the 9,028 Total Conversions in 2018 to Total Conversions in 2017, there was a **32.1% increase year over year**





Get to Know Your Google Tools

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red.

Google

Search Console

YOURWEBSITE.COM/SITEMAP.XML

(Hey Google, Here is Everything You Need to Know)



Give Incentives to Talent

Vermont will pay some new residents \$10,000 if they work remotely — here's how to do it

Leanna Garfield Jun. 1, 2018, 1:32 PM



LEADERSHIP

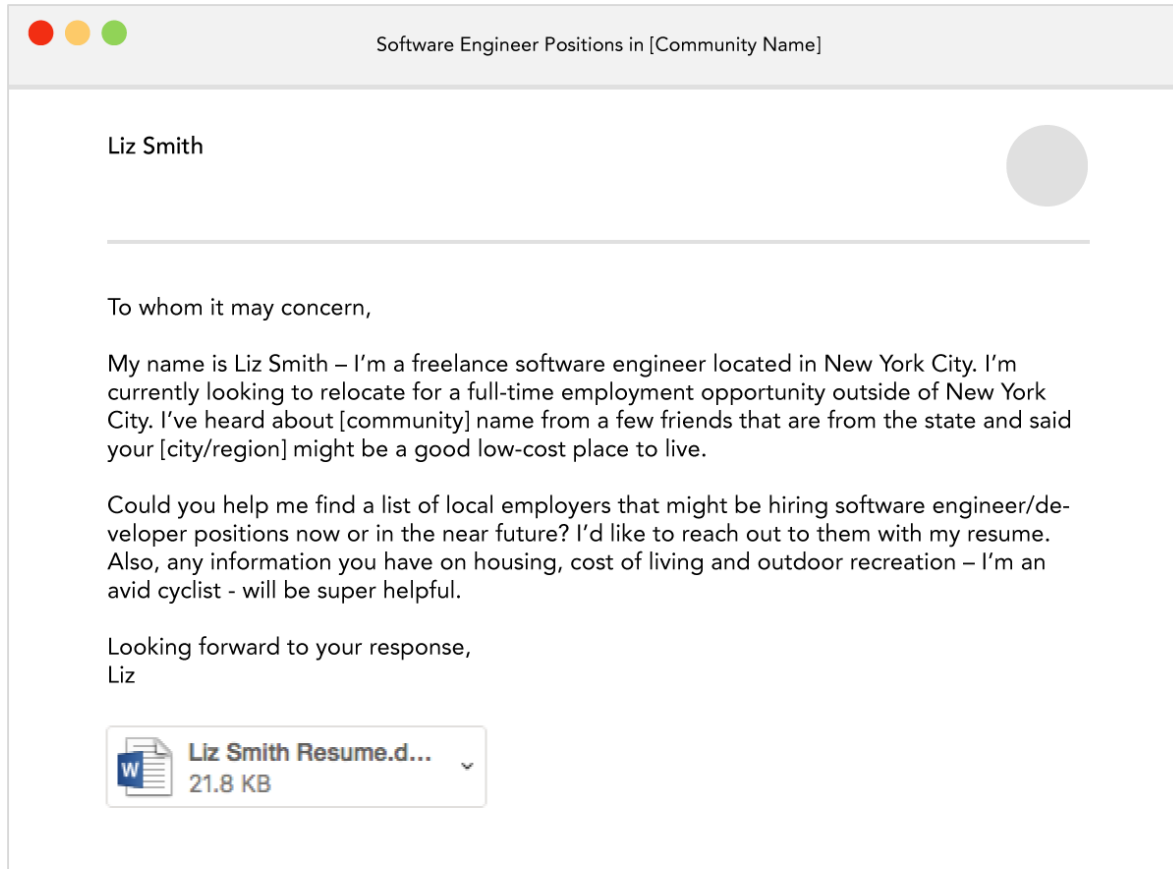
Tulsa, Oklahoma, will pay you \$10,000 to move there and work from home

Ruth Umoh | [@ruthumohnews](#) | 2:40 PM ET Tue, 13 Nov 2018



Hire a Talent Concierge

To Catch a Coder



8 (27%) Followed-up by Email | 4 (13%) Answered the Questions | 0 Followed Up by Phone



ExxonMobil



94%

of those who take Talent
Concierge Tour relocate

400 CANDIDATES THROUGH TALENT HUB 50 MATCHED THROUGH “WINGMAN” PROGRAM



MEET TIM

The Iowa City-Cedar Rapids area is ranked as one of the top places in the country to live.

Click for more

ICR IOWA
June 12 · 🌐

Whether you are looking for the next step in your career; a chance to live closer to friends & family, or simply a better place to raise your kids, we can help.

➡ Move to the Iowa City or Cedar Rapids, IA area and see how we can help you try to find a new job!

👍👎👉 45 2 Comments 13 Shares 25K Views

**“I’m going to find you
an awesome new job so
you can live here too”**



Connect with Cool Partners

THIS BEER GIVES BACK

A TASTY PARTNERSHIP
BETWEEN BALLAST POINT
AND SAN DIEGO REGIONAL EDC





**Make Residents
Your Best Ambassadors**

CHARLESTON

open source_

[People](#)

[Living Here](#)

[Resources](#)

[Job Opportunities](#)

[Tech News](#)

[Ambassadors](#)

[Connect](#)

[SIGN IN](#)

[HOME](#)

[FAQ](#)

CHARLESTON
open
source_



**SHARE ALL THAT'S AMAZING ABOUT
WORKING IN TECH IN CHARLESTON**



**CLICK A SOCIAL NETWORK TO
BECOME A DIGITAL AMBASSADOR!**



Patrick Alessi

@pwalessi

Follow



.@CityCharleston named a "Best Place to Start a Career" by @wallethub – using 27 metrics ranging from the availability of entry-level jobs to monthly average starting salary to workforce diversity. #chstech #techjobs sot.ag/7Dc35

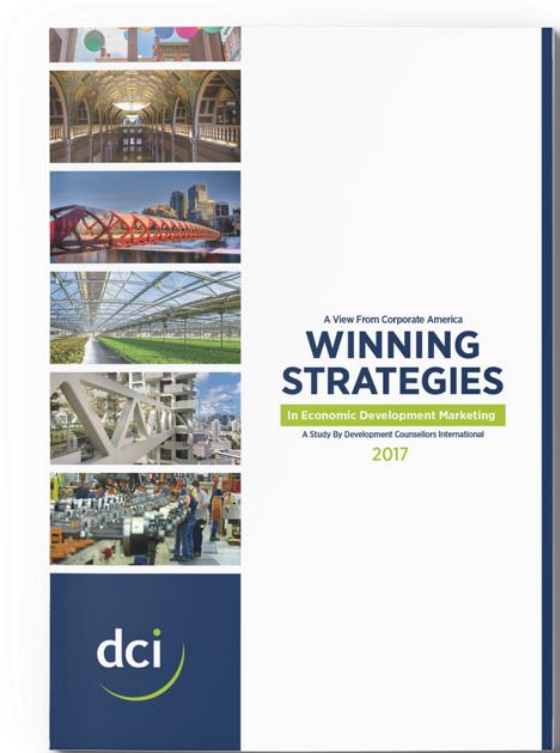
11:28 AM - 30 May 2018





Focus on the Business Traveler

What Influences Executive Location Perceptions?







Extend Your Brand Beyond a Logo

South
Louisiana

REAL CAJUN



Located midway between Houston and New Orleans, South Louisiana is a nine-parish region that is red hot for business—just ask TABASCO™, Bell Helicopter and CGI Group.

SouthLouisiana.com



Red Hot
Business Community.

South
Louisiana
REAL CAJUN



Real Cajun

South
Louisiana
2018-2019

Hot Since 1868. Now on Fire.

Now the McIlhenny Company is not just producing its legendary TABASCO™ pepper sauce on Avery Island in Louisiana, South Louisiana has a hot spot for business. Now the state parish region is located along the coast from the Gulf Shores to the Gulf Coast.

With experience in handling logistics, manufacturing, distribution and retail-related companies, the region has a strong production and distribution network. With a pipeline network and portfolio of industrial sites, the region has 500 acres in the area for industrial development. The Gulf Coast region is on fire.



Kristin Greiner, Business Development
One Acadian
804 E. Street, Slidell, Louisiana, LA 70585
984.337.2270 | kgreiner@slidell.org



Tap Into Talent Tools

I'm willing to commute:

10min	20min	30min	45min	60min
-------	-------	-------	-------	-------

Next

Cancel



**Be the First Community to Give
Talent What They Really Want**

Most Helpful Incentives Communities Can Offer



1 Moving costs reimbursed



2 Rent or housing discount or subsidy



3 Free trip to location



4 Free training/tuition reimbursement for an upgraded career



5 Student debt assistance/repayment



**Communicate via the
Streaming Revolution**



	<p>3. The Story of Lodge Cast Iron - The Iconic Southern Cookware</p> <p>It's taken five generations of Joseph Lodge's family to help usher cast iron cookware into an era of culinary couture. Follow along as the company transfers leadership from CEO Bob Kellerman...</p> <p>Watch with Prime</p>
	<p>4. The Story of Barrett Firearms - Like Father, Like Son</p> <p>Only four people have ever designed a weapon adopted by the US military-- John Browning, Gene Stoner, John Garand, and Ronnie Barrett. Relive the story about how a photographer with...</p> <p>Watch with Prime</p>
	<p>5. The Story of Mark Michaels - Minting Gold at United Record Pressing</p> <p>The market for vinyl music continues its rebirth from technological cast-off to old-is-better, vintage icon. Go behind-the-scenes with CEO Mark Michaels as he walks us through the vinyl...</p> <p>Watch with Prime</p>



REMASTERED: THE SERIES

\$1.6 MILLION

EARNED MEDIA VALUE

2 MILLION+

ONLINE VIDEO VIEWS

100,000+

TV HOUSEHOLDS
PER EPISODE

85,000+

SOCIAL IMPRESSIONS
FROM INFLUENCERS
AND PARTNERS



Personalize a Digital Advertising Campaign for Individual Companies

**How Do You Feed
EveryBunny?**

Access To More Of The U.S.
Population Is A Start.

Learn More

THE
COLUMBUS
REGION

Dogswell, Join The Paw-ty
With Mars Petcare & BarkBox
In The Midwest's Fastest
Growing Region.

Learn More

THE
COLUMBUS
REGION

Build A Treehouse With Us ...
... In The U.S. Region With More
Consumer Reach Than Anyone.

Learn More

THE
COLUMBUS
REGION



Design a Smart Website

Introducing "Web-To-Leads"



Web-to-Leads tracking code is added to your website



Company X browses key pages to research your community



DCI reviews website behavior and identifies "gold behavior"



DCI contacts company to inquire about a project



DCI qualifies the lead and arranges a meeting



Investment opportunity is pursued



Newsroom

PRESS RELEASE
AUGUST 24, 2017

Apple's next US data center will be built in Iowa

Facility Outside Des Moines Will Run on 100 Percent Renewable Energy



Des Moines, Iowa — Apple today announced plans to build a 400,000-square-foot, state-of-the-art data center in Waukee, Iowa, to better serve North American users of iMessage, Siri, the App Store and other Apple services. Like all Apple data centers, the new facility will run entirely on renewable energy from day one.



Create a Site Consultant Advisory Board

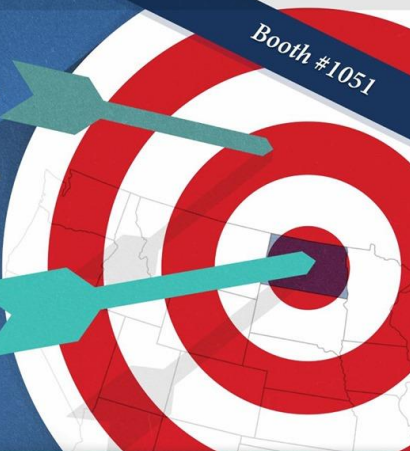


Specialists in Location Economics



Stand Out at a Trade Show

**DON'T GO ALL
OVER. HIT
YOUR TARGET
WITH NORTH
DAKOTA.**



- #1 – First Designated UAS Test Site
- April 22, 2014
- #1 – First UAS-Focused Business Park
- October 15, 2015
- #1 – Best-Run State
- Wall Street 24/7 (4th consecutive year)

NDUAS.COM

North Dakota
LEGENDARY

**GO #1
WITH
NORTH
DAKOTA**



- #1 – First Designated UAS Test Site
- April 22, 2014
- #1 – First UAS-Focused Business Park
- October 15, 2015
- #1 – Best-Run State
- Wall Street 24/7 (4th consecutive year)

NDUAS.COM

North Dakota
LEGENDARY

**PLEASE WASH
YOUR HANDS.
THEN COME
OVER AND
SHAKE OURS.**

North Dakota
LEGENDARY

NDUAS.COM



Takeover Talent Hubs



**IT'S TIME WE
GET BACK
TOGETHER.**





Go Untraditional with Collateral

Scottish Development International
cordially invites you to

A TASTE OF SCOTLAND

RECEPTION



Enjoy panoramic views of Boston Harbor
while sampling fine Scottish salmon, a wee
dram of Scotch and so much more.

Date and Time:

Monday, March 12, 2012 • 6:00 to 8:00 p.m.

Reception location:

John Joseph Moakley United States Courthouse
One Courthouse Way • Boston, MA 02210

Please RSVP to Jim Dolan of SDI at

jim.dolan@scotent.co.uk • 617-692-7369



28 State Street
Suite 2300
Boston, MA 02109-1775

PRESORTED
FIRST CLASS MAIL
US POSTAGE PAID
SALT LAKE CITY, UTAH
PERMIT 0000

Pen Pentheny

Seafood Category Manager

The Stop & Shop Supermarket Company LLC

136 South Main Street

Assonet MA 02702



#GOBIGINTEXAS

**IF TEXAS WERE A NATION
IT WOULD BE THE 15TH LARGEST
ECONOMY IN THE WORLD**

WITH JUST ONE OF THE 50 MOST ADVANCED ECONOMIES, TEXAS IS AN ECONOMIC POWERHOUSE. WITH A DIVERSE AND GROWING ECONOMY, TEXAS IS THE ONLY STATE OFFERING A FULL RANGE OF BUSINESS OPPORTUNITIES, INCLUDING:
- HIGH-GROWTH INDUSTRIES
- A DIVERSE AND GROWING ECONOMY
- A DIVERSE AND GROWING ECONOMY
- A DIVERSE AND GROWING ECONOMY

URGENT CULTURAL LANDSCAPE
Texas is a state of many cultures and languages. The state's diverse population and rich history have created a unique and vibrant cultural landscape. From the state's rich history to its diverse population, Texas is a state of many cultures and languages.

GO BIG IN TEXAS
Texas is a state of many cultures and languages. The state's diverse population and rich history have created a unique and vibrant cultural landscape. From the state's rich history to its diverse population, Texas is a state of many cultures and languages.

GO BIG IN TEXAS
Texas is a state of many cultures and languages. The state's diverse population and rich history have created a unique and vibrant cultural landscape. From the state's rich history to its diverse population, Texas is a state of many cultures and languages.

**GO
BIG
IN TEXAS**

#1
Chief Executive
Best State for Business
S&P
Governor's Cup Winner
IBM
#1 for Job Creation
Forbes
#1 Economic Climate

AMERICA'S TALENT HUB
Texas cities, large and small, continue to attract millennials, females and entrepreneurs. It's no wonder Forbes recently called Texas a top talent mecca.

2ND LARGEST CIVILIAN WORKFORCE IN AMERICA
10 YEAR UNIVERSITIES AND TOP-RANKED BY U.S. NEWS & WORLD REPORT (2016)
38 PUBLIC UNIVERSITIES AND SUPER DIVISION CENTERS KEEP TEXAS ON TOP
50 COMMUNITY COLLEGE DISTRICTS FEEL TEXAS' TALENT PIPELINE

The Governor's University Research Initiative (GURI) promises to keep Texas competitive from a workforce and research perspective. The grant matching program helps Texas higher education institutions recruit distinguished researchers.

WORLD-CLASS INFRASTRUCTURE
Texas' central location and state-of-the-art transportation network provide timely access to domestic and global markets via air, land and sea.

300 AIRPORTS SERVE TEXAS TRAVELERS
10,426 MILES OF FREIGHT RAIL, MORE THAN ANY STATE
16 SEAPORTS, INCLUDING 11 FOREIGN TRADE ZONES (FTZ)
313,220+ MILES OF PUBLIC ROADS, MORE THAN ANY STATE

HIGHLY COMPETITIVE TAX CLIMATE
Less government, lower taxes, smarter regulations and right-to-work laws are the economic policies attracting employers to Texas from states that over-tax and over-regulate. Unlike other states, at the state level, Texas has:

- NO** CORPORATE INCOME TAX
- NO** PERSONAL INCOME TAX
- NO** PROPERTY TAX

The Texas Enterprise Fund (TEF) is one of the most competitive deal-closing incentives programs in the nation. Since 2004, the TEF has awarded 140+ grants totaling nearly \$600 million across a wide variety of industries and projects.





Embrace Stunts (sparingly)



This Is Iowa: Real Estate Stunt in NYC



Watch later



Share



We created a fake real estate office in Manhattan



0:00 / 4:03



YouTube





This Is Iowa: Real Estate Stunt in NYC



Watch later



Share

These New Yorkers can't believe the deals they just got on real estate



0:00 / 4:03



YouTube





Engage the Home Team



THE COLUMBUS REGION
SEARCH
HOW WE CAN HELP

- One Columbus
- Doing Business
- Market Research
- Industries
- Moving Here
- News & Events

OVERVIEW

Individually we are successful. Together we are unstoppable.

The Columbus Region is filled with organizations that are one-of-a-kind. We are more than the sum of our parts because of a shared mission to keep the Columbus Region smart, vibrant and growing. That's why so many excel as One of US.

Will you be next?

Clear Filters
Filter by Industry: ▾

★ One of US
Accenture
Using innovation to improve the way the world works and lives

★ One of US
AEP Ohio
Powering the lives of 15 million people across Ohio

★ One of US
Alliance Data
Building customer loyalty through a deliberately different, data-driven approach to branded credit programs

Join US

Proud to call the Columbus Region home? Or interested in learning more about why so many companies are?

Become One of US

Recent Tweets

US The Columbus Region
@CBUSRegion · 1 day ago
Creating a smooth and simple online checkout. @Klarna is #OneofUS
<https://t.co/r9fy4rgV1P> <https://t.co/rnx6mP77ut>

US The Columbus Region
@CBUSRegion · 8 days ago
Smoking the city's best barbecue, serving others, and creating happiness. @CityBarbeque is #OneofUS... <https://t.co/cgmnAvNb75>



Media
Sponsor:
DMG
MARKETING SERVICES



ONE
OF **US**

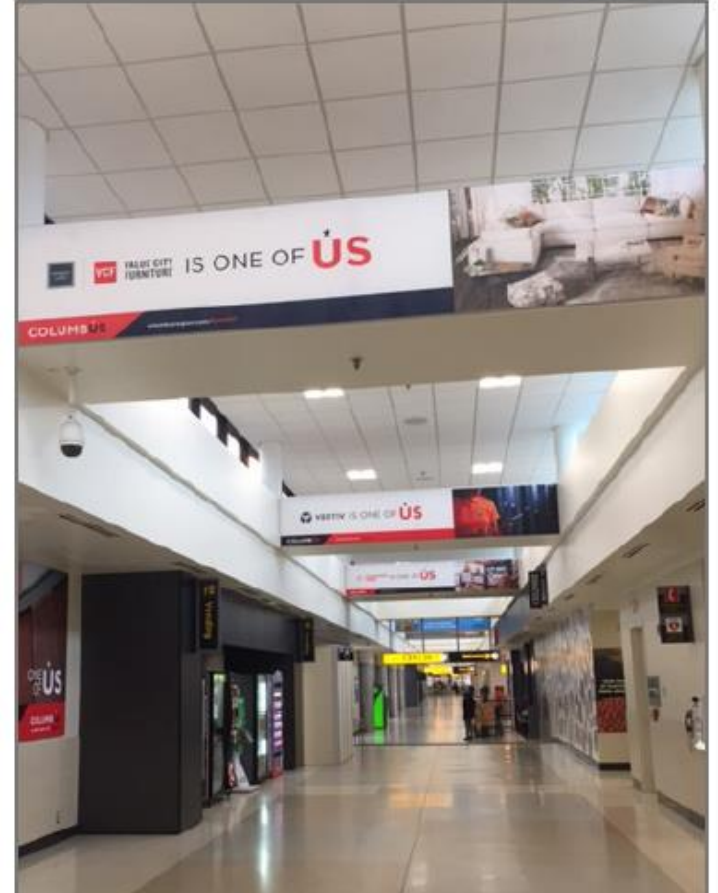


Banking on the people of
the Midwest since 1866.

Member FDIC.  Huntington® and  Huntington® are federally registered service marks of Huntington Bancshares Incorporated. ©2019 Huntington Bancshares Incorporated.

THE
COLUMBUS
REGION

Even the best are better together.
columbusregion.com/OneofUS





Help Don't Hype

big ideas
let's get started

Zappos
com


mamava
Privacy for pumping
or breastfeeding



Zappos.com

+



Hey, Mama!
Let's get pumped!

Zappos and Mamava are helping on-the-go moms reach their breastfeeding goals with the comfort, convenience, and privacy of a breastfeeding suite.

@zappos #gomama

Zappos.com



mamava
Private for pumping
or breastfeeding

81%

new moms in America
start out
breastfeeding

by 6 months
exclusive breastfeeding
drops to

22%

If 90% US mothers
exclusively breastfed for 6 months

The US would save

3300
mothers
and babies

\$18.5B
annually in
healthcare costs

*Maternal and Infant Journal (2016) & CDC (2016) Breastfeeding Report Card (2016)



Create Pop Up Experiences

Is the Immersive Experience the Next Retail Trend?

Zeppelin Station brings Iceland to Denver with Made in a City concept

BY REBECCA TREON



Published: 2019.03.22 02:32 PM





Use Micro-Influencers



Steve Presley • 2nd

Chairman and CEO at Nestlé USA | Transforming Our Business through Self-Dis...
2d



I was pumped to answer a few questions about my career, lessons I've learned over the years, and my vision for Nestlé in our latest "Ask Me Anything" video series. Check it out if you're looking for insight on my goals as CEO, the type of person I believe succeeds at Nestlé, and my passion for driving a culture where our employees can thrive.



341 • 21 Comments • 14,123 Views



Luke Marklin • 2nd

CEO at Bellhops - Hiring Rockstars!
4mo



It's official! We are excited to announce the opening of our second office in Atlanta's Atlantic Station. That means there's room for top-notch people to join the [Bellhops](#) team! Let's get moving!



Why We Chose Atlanta for Our Second Office

medium.com

279 • 43 Comments

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**Arm Those on the Front Lines
of Talent Attraction**



**MAKE IT
YOUR OWN**
NORTHEAST INDIANA



**REAL LIFE MADE
BETTER**

PAST TALENT

UNEXPECTED UPGRADES

Come back home to Northeast Indiana - where there's a new energy and momentum that will surprise you.

Call it an evolution or call it a metamorphosis, because this may not be the same hometown you remember.

We've grown up - from plans to revitalize Fort Wayne's historic Old Campus downtown into a thriving cultural hub for living, learning, entertainment and more, to our riverfront's multi-million-dollar facelift.

And have you heard that we're among the "Most Popular Cities for Millennial Buyers" as well as one of the "Top 15 Cities to Move to Before it Gets too Crowded?" The secret's out, so ditch your shoebox apartment, come home and enjoy the upgrades Northeast Indiana has to offer.

Ideas and innovation take root here, so whether you're an entrepreneur trying to find your footing, or looking at one of the 6,000 plus jobs available in varied high-paying industries, now is the time to make your move to the new Northeast Indiana.

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